

THE BEST Photoplay Department in WASHINGTON

Stories of the Film
Stars Not of Film
Makers Interest
the Public

Within the past few months there has come a complete change of attitude in the minds of the people who are interested in the success of the film business. They are realizing that they must consult the public before they achieve success, and they have only recently permitted themselves to realize that it is the public who is paying all the bills. It has been very nice for the men who have achieved fame through the fact of being manufacturers of pictures to see their names in print and their personalities discussed. In most of the periodicals devoted to the motion picture business the names and personalities of the manufacturers or the exhibitors have come in for more comment and more consideration than the names of the players and the discussions of the film stories. The matter of artistic work was secondary in consideration of a film. What Blackton, or Selznick, or Spoor, had to say about it was the last word—the fact that they said it made it the last word. That was all very well for trade publications that were to go out to the exhibitors. And it must be said, in truth, that this is about what most motion picture periodicals are. But the main point is that in the publicity matter of the film companies that was designed to lure the public into the theater they used exactly the same ideas. The public doesn't know a thing about Spoor or Blackton—and it cares even less.

They are all very decent fellows and are very much worth while as business men and all that. But the public isn't interested in business careers when it goes to a motion picture theater. It is interested in the play that is to be shown and the actor or actress playing it. Everybody who goes to a picture show as often as ten times knows King Baggot or Anna Little or Herbert Paulson, or Mary Fuller—and will manifest all sorts of interest in them whenever the occasion offers. Out of the 10,000,000 people who every day attend motion picture shows and who know and revere—even love—the four people we have referred to and their associates in acting, there are probably not a thousand who know who is the president of the International Company, which employs these actors and actresses. Or after hearing who he is care whether they ever hear of his name again.

Blackton runs the Vitagraph Company—but the features of the Vitagraph Company in which the public is interested and the people whose views it will take seriously are Costello and Norma Talmage and Wallie Van and John Bunny and the rest of the acting staff. The public wants to know every word these actors and actresses have to say about themselves and the film. What Blackton thinks or says is of less interest than last year's fashions. Spoor is the "boss" of the Eastman, but how many of Bushman's admirers know that—or care about it? It is Bushman they want to hear about—what Bushman says.

The fact is that the public doesn't care anything about the business organization of the motion picture industry except in a very casual way. A very good proof of that is found in the theatrical business. It isn't the slightest disparagement of the film magnates who have been mentioned—we might give a longer list if the space permitted—to say that the public doesn't care a hang about them or their opinions. All the public wants to know about them is contained in their film. And the only film personalities that the public cares about are those that appear in the film. Perhaps the exhibitors throughout the country want to know about these gentlemen. What the exhibitors want to know doesn't interest the public at all. The grocers might want to know who makes Quaker Oats and what he thinks of his product. The public doesn't care who makes Quaker Oats so long as he continues to make enough of them to supply its wants.

That is the whole of the difficulty. The film men have begun at the wrong end. They tried from the first to suffice the personalities of their stars for reasons of economy, because they didn't want the stars to get too high an idea of their own importance. It would be too expensive. But that has been taken out of their hands now. The public wanted to know about them. It knows about them. And it wants to learn more and more.

PHOTOPLAYS AND PHOTOPLAYERS

By GARDNER MACK.



Latest photograph of MARY FULLER, the Washington girl who appears at the Dixie today in "Mary's Duke."

Food Query Department

Conducted by
Prof. LEWIS B. ALLYN

Westfield, Mass.
"The Pure Food Town"

Address your questions to Food Editor and you will receive a reply by mail or through this column.

OLIVE OILS OF DIFFERENT FLAVOR.

Why is it that no two olive oils that I buy under different labels are alike in taste?

MRS. J. H. There are many varieties of olive oil. The quality varies according to the species of olive tree and locality in which it is grown, and as to whether the oil has been expressed or extracted by solvents. The environment also has a great deal to do with the character of the olive oil and necessarily with the character of the oil. The highest grade of oil is that which runs out from the pulp with little or no pressure. After the first pressure the pomace is ground, treated with water, and again subjected to pressure. In this manner several pressings may be carried out, each yielding an oil inferior to that preceding.

ROASTED PEANUTS.

Will you please tell me through your columns if roasted peanuts are wholesome and digestible; also if they are a natural laxative and a stimulant to liver and kidneys? They have been so recommended. Would like your advice.

MRS. H. C. M. Generally speaking, roasted peanuts are more digestible than the raw kind. If a person can digest roasted peanuts, we see no reason why they should be injurious if used in moderation. They are not known to be any more of a stimulant to the liver and kidneys than is any other proper food.

CHEMICAL ADULTERANTS.

Will you please show why, if certain chemicals are unnecessary to the preservation of food products as claimed, some manufacturers continue to use them and explain that for preservation purposes alone they are used.

G. B. In a general way it may be said that the manufacturers who make use of a chemical drug in the preparation of a food product violate the rights of the consumer. Pure, honest, nutritious food has no need of debasing chemical drugs. No progressive manufacturer uses them.

BELOW THE ACID STANDARD. I have a large tank of vinegar made from apple cider from my own orchard which I know is pure, but am not sure it is up to the test as to acidity, that is, I mean the legal standard. I have tested it in this way: Taking one fluid ounce of the vinegar and adding soda until the acidity was neutralized, I have found that it takes fully, or a little more than, forty grains of soda to neutralize one ounce. Can you tell me if

COMB SAGE TEA IN HAIR TO DARKEN IT

It's Grandmother's Recipe to
keep her Locks Dark,
Glossy, Thick.

The old-time mixture of Sage Tea and Sulphur for darkening gray, streaked, and faded hair is grandmother's treatment, and folks are again using it to keep their hair a good, even color, which is quite sensible, as we are living in an age when a youthful appearance is of the greatest advantage. Nowadays, though, we don't have the troublesome task of gathering the sage and the mussy mixing at home. All drug stores sell the ready-to-use product called "Wyeth's Sage and Sulphur Compound," for about 50 cents a bottle. It is very popular because nobody can discover its use. Simply moisten your comb or a soft brush with it and draw this through your hair, taking one small strand at a time, by moving the gray hair deep-pearls, but what delights the ladies with Wyeth's Sage and Sulphur is that, besides beautifully darkening the hair after a few applications, it also produces that soft luster and appearance of abundance which is so attractive; besides, prevents dandruff, itching scalp and falling hair.—Adv.

Note—These selections are made from programs prepared by the managers of the theaters concerned and no responsibility is assumed for arbitrary changes without notice to The Times. They are based on the personality of the players and the producing company and not personal inspection, except in special cases.—G. M.

The Most Beautiful Girl In Washington WHO IS SHE?



The Times
Will Give
Her a Lux-
urious Trip
Across the
United
States

ALL EXPENSES PAID

To the San Francisco and the San Diego Expositions

The Details of the Contest and the Trip

In connection with other newspapers all over the country The Washington Times has arranged to take a party of the most beautiful girls in the country—one from each State and Territory—who will be the guests of leading newspapers on a wonderful trip to the two great Fairs at San Francisco and San Diego. Every expense will be paid and the trip will be made from Chicago on in a special train of Pullman cars, thus assuring the greatest luxury and comfort. The trip will take three to four weeks.

Chaperones to Accompany Party

The party will be amply chaperoned by women of prominence and Mrs. Champ Clark has accepted the invitation of The Times to accompany the party and care particularly for the young lady who goes from this city.

The special train upon which the young ladies will go from Chicago will leave that city on May 22. It is necessary therefore that the decision on who is to go must be made early in May in order to afford

time for proper preparation and travel to Chicago.

The selection of the most beautiful girl in the District of Columbia is to be made by a committee to be announced later, and which will be made up of some of the most prominent men and women in artistic circles, to whom The Times will turn over all the photographs submitted, and the decision as to the most beautiful on the part of the committee will be final.

Who Is Your Candidate?

Who do you think is the most beautiful girl in the District? Would you like to assist her to take this wonderful trip? You can by filling out the coupon which is printed herewith and sending it accompanied by her photograph to The Times. The greatest care will be taken of the photograph, and it will be submitted to the committee of selection just as it is sent to The Times.

Be sure to fill out the coupon carefully and attach it to the photograph before mailing, addressing it to the Beauty Contest Editor, Washington Times.

NOMINATION COUPON

Attach to Photograph.

Date, 1915.

Kindly enter name of

Residence

As candidate for trip.

Name of nominator

Address

Send to Editor of Beauty Contest, Washington Times.

Winter Headache

Winter headaches are as unnecessary as they are unwelcome. Foul air—an increasing amount of heavy food consumed—decreasing the amount of outdoor exercise—too great and too sudden changes in temperature. These are some of the causes of winter headaches. DR. WHITEHALL'S MEGRIMINE naturally stimulates circulation, overcomes the drowsy feeling and stops the headache. It is equally effective in most cases of neuralgia. Step into the nearest drug store and buy a 10c box. One dose will prove to you that winter headaches are as easily cured as they are contracted. If your druggist cannot supply you, address The Dr. Whitehall Megrimine Co., South Bend, Indiana.

NOW in 10¢ boxes Also in the old established 50¢ size Dr. Whitehall's MEGRIMINE The standard headache remedy for 25 years

For Sale in Washington by P. G. Affleck, 15th and F Sts. N. W.; O'Donnell's Drug Store, 304 F St. N. W.; People's Drug Store, 7th and Mass. Ave. N. W.; Associated Drug Stores, 7th and G Sts. N. W.—Adv.

4% ON SAVINGS U.S. SAVINGS BANK 14 & You Streets Wade H. Cooper, Pres.